

AMENDMENTS TO THE SPECIFICATION

Please amend the paragraph beginning on line 4 of page 3 as follows:

Referring to Figure 1, an inventive hanger is shown generally at 10 formed of a one-piece body of plastic material having a planar surface 12 adapted to receive printed indicia thereon. The flat planar surface 12 has a top forming a hook or cutout 14 configured to receive a conventional merchandising rod therethrough. The planar surface 14 has a basal surface 16 with a tab 18 extending therefrom. The tab 18 has a stud 20 projecting from a first tab portion 22. The stud 20 preferably ~~having~~ has a cubo-hedral body 24 terminating in a conical head 26. Preferably, the conical head 26 is hemispherical. A second tab portion 28 has a thickness less than the first tab portion 22 and interconnects the first tab portion with a third tab portion 30. The third tab portion 30 has an aperture 32, the aperture 32 adapted to pressure fit over the conical head 26 and thereby secure the third portion 30 against the first portion 22 and in the process forming a loop in which an article is connected. More preferably, the aperture 32 contains a deformable flange 34 shown in an enlarged view of Figure 4. More preferably, the deformable flange 34 forms a pair of opposing portions 34a and 34b that are generally parallel with the elongate side 25 of stud body 24. The flange 34 is intended to deform away from the conical head 26 upon the third tab portion being pressed against the stud 20. Upon the head 26 being pressed beyond flange 34, the flange 34 remains deformed as the body 24 of the stud 20 encompasses the aperture 32. The flange 34 abuts the rearward face 36 of the head 26 in order to inhibit disengagement between the aperture 32 and the stud 20. Optionally, the head 26 is heat stamped or pressure flattened after engaging the aperture 32 to preclude casual disengagement (not shown).

Please amend the paragraph beginning on line 5 of page 4 as follows:

According to the present invention, the thickness of the tab portions has a ratio between first portion:second portion:third portion of 1.5-3.5:1:1.3-2.5. More preferably, the ratio of first portion:second portion:third portion of the tab 18 is between 2.0-3.0:1:1.3-2.0. The relative thickness of the planar surface 12 relative to the first portion 22 is between 0.5-2.0:1.0. Preferably, the planar surface 12 and the first portion 22 are of a thickness that varies between the two by less than 20%. More preferably, the thickness of the first portion 22 is between 1.5 and 3.0 millimeters in thickness. ~~While it~~ It is appreciated that strength characteristics of the injection moldable plastic from which an inventive hanger 10 is made ~~somewhat modifies~~ dictate the optimal thickness ~~thereof~~ of the hanger portions. Suitable thermoplastic materials from which an inventive hanger is formed illustratively include materials like or similar to polyethylene, polypropylene, polycarbonate and acrylonitrile butadiene styrene.

Please amend the abstract as shown on the following page.